

**CMST 161 - Basic Broadcasting  
Spring Quarter 2014**

Instructor: Art Sanders

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**Text Book:** The Radio Station-Broadcast, Satellite And Internet  
8th Edition Michael C.Keith  
ELSEVIER/Focal Press isbn 978-0-240-81186-4

**Week One:**

Class Begins/ Class Expectations

Chapter 1 History

Movie: Radio Days rated PG

*LABS: Equipment Basics*

**Week Two**

Chapter 3 Programming

Quiz

*LABS: CD's*

**Week Three**

Chapter 5 News

*LABS: Crossfades*

**Week Four**

Chapter 9 Production

Quiz

*LABS: Records*

**Week Five**

Chapter 7 Promotions

Radio Listening Assignment Given

*LABS: Frontsells, Backsells*

**Week 6**

Chapter 4 & 8 Sales/Traffic

Quiz

*LABS: VOXPRO/ Editing*

**Week 7**

GROUPS

Chapter 10 & 2 Engineering & Management

Radio Listening Assignment Due

*LABS: Commercials*

**Week 8**

GROUPS

Quiz

*LABS: PREPARE FOR DUMMY BROADCAST*

**Week 9**

GROUP PRESENTATIONS

*LABS: DUMMYS BEGIN*

**Week Ten**

GROUP PRESENTATIONS

*LABS: DUMMY BROADCASTS*

**Week Eleven**

TBA

There will be guest speakers coming in during the course. Questions about them will be on the quizzes.

**QUIZZES:** There will be a quiz almost every other week. Questions will be retroactive of lecture, text book, movies, and guest speakers. **There are no make ups**, but the lowest quiz grade will be thrown out.

**WRITING ASSIGNMENTS:** There will be a couple of in class writing assignments—these are usually one page each. Papers turned in late will not be accepted.

**FINAL:** A five page written research paper in lieu of a final—due \_\_\_\_\_. This paper must be typed, have a cover page and a reference page citing all sources used. Paper must include at least five sources. Double spaced, one inch margins, and reference page, and cover page do not count in as part of the five pages. Plagiarism will not be tolerated, see BC plagiarism policy. **Wikipedia is NOT an acceptable source.** The specific topic will be assigned in class.

**RADIO LISTENING ASSIGNMENT:** Must include clocks for each hour, logs for each hour, and a comparison/contrast page that includes demographics, your opinion of the station, suggestions for the program director, and whether or not you would listen again.

**GROUPS:** Your group must come up with a radio station, a format, format justification, budget, rate card, promotions, and a play list. There are four jobs that must be filled, G.M., P.D., SALES, and PROMOTIONS, with an optional D.J. Your group will create a 25 minute presentation, and present it in front of the class. Groups will be chosen by instructor.

**DUMMY BROADCASTS:** The Dummy Broadcast is a 15 minute mock-radio show that demonstrates all the skills you have developed in the lab. It must contain:

CROSSFADE	WX
CD	TX
RECORD	BAND NOTES
FRONTSSELL	
BACKSELL	
PRE-RECORDED COMMERCIAL	
1 MINUTE NEWS CAST	

30 SECONDS SPORTS  
TIME CHECK  
LEGAL ID  
PROMO  
PSA  
SET UP AND EDITING OF VOXPRO

\*\*\*\*\***CANNOT EXCEED 15 MINUTES**

Students can record their "live" Dummy on a CD if they provide one,  
Students must purchase a CD for recording their commercial. CD's must have the word MUSIC written on it for it to be compatible with radio equipment

**Attendance:** Attendance to class is mandatory and will have a serious affect your grade. The Arts and Humanities Division policy clearly states that if you miss more than one-fifth of the class that is grounds for failure of this class. For more information, check the website: <http://www.bellevuecollege.edu/artshum/policy.html>

**GRADING:**

QUIZZES (ONE THROWN OUT)	300
WRITING ASSIGNMENTS	100
DUMMY BROADCAST	500
GROUPS	500
RADIO LISTENING ASSIGNMENT	200
FINAL—WRITTEN PAPER	300
ATTENDANCE/ PARTICIPATION	<u>100</u>
	2000 POINTS POSSIBLE

2000-1900	A
1899-1800	A-
1799-1720	B+
1719-1680	B
1679-1600	B-
1599-1540	C+
1539-1480	C
1479-1400	C-
1399-1200	D
BELOW 1200	F

Essential to a liberal arts education is an open-minded tolerance for ideas and modes of expression which might conflict with one's personal values. By being exposed to such ideas or expressions, you are not expected to endorse or adopt them but rather to understand that they are part of the free flow of information upon which higher education depends.

To this end, you may find that certain books, films, or other materials are assigned which may, in whole or in part, offend you. These materials are equivalent to required texts and are essential to the course content. If you decline to view or read material you consider offensive, you may still be required to respond to its content, and you may not be able to fully participate in required class discussions, exams, or

assignments. Consult the syllabus and discuss such issues with the instructor.

EMAILING ASSIGNMENTS IS NOT ACCEPTABLE. IF ASSIGNMENTS ARE NOT PRINTED AND HANDED IN DURING CLASS IT WILL BE CONSIDERED LATE. The deadlines are fixed; if you fail to turn in a paper or complete a project on time, you will receive a grade for it which is no higher than the lowest grade given to anybody who turned the paper in by the due date.

### **Additional Information**

**If you miss class, please DO NOT email me...get assignments from a classmate.**

**Emails:** All emails sent to me must have class name and number in the subject line

**Emailed assignments will not be accepted or considered "on time".**

There are **NO make-ups on quizzes, discussions, in class assignments, the midterm, or the final.** Failure to attend class at the scheduled time will result in an F on the assignment. **\*\*The lowest quiz score will be dropped.**

**All assignments** must be TYPED unless specified by me. If it is more than one page STAPLE IT!

Each assignment must have a **heading** with assignment title and YOUR NAME ON IT.

If you have medical information to share with me in the event of an emergency, please contact me via email or come to see me during office hours. Emergency preparedness is important!

If you need course modifications / adaptations or accommodations because of a disability, I can refer you to our Disability Resource Center (DRC).

If you prefer, you may contact them directly by calling 425.564.2498 or TTY 425.564.4110. Information is also available on their website at <http://bellevuecollege.edu/drc/>